Consumer perceptions of the circular economy and the cocoa value chain in the Ivory Coast

Mr. Simeon Human\textsuperscript{1} and Dr. Ayodeji Owoeye\textsuperscript{2}

\textsuperscript{1}PhD candidate at the Royal Agricultural University, Cirencester, United Kingdom. Email address: 10418130@rau.ac.uk

\textsuperscript{2}Royal Agricultural University, Cirencester, United Kingdom. Email address: ayodeji.owoeye@rau.ac.uk
Global view of the Ivory Coast

2021 data

**Principal exports** ($bn Free on Board):
- 4.6 $bn  Cocoa beans & butter
- 1.7 $bn  Petroleum products
- 1.1 $bn  Cashew nuts
- 0.8 $bn  Gold
- **11.9 $bn Total including others**

**Main export destinations** (% of Total):
- 11.5%  Netherlands
- 9.2%  United States
- 6.8%  Vietnam
- 6.4%  Germany
Regional view of the Ivory Coast
Problem: a **LIVING INCOME** remains out of reach for cocoa farmers

- According to the National Statistical Office of the Ivory Coast (2021), over **14 million people** in rural Ivorian territory lived with **less than 410 euros annual income** in 2015 i.e. in **poverty**.

- **A LIVING INCOME** enables a family to afford: “**food, water, housing, education, healthcare, transport, clothing and other essential needs, including provision for unexpected events**” (Anker & Anker, 2017, p. x).
1. How much does a typical consumer know about the circular economy?
   → More than 40% had never heard about the circular economy concept.

2. How much does a typical consumer know about the Ivorian cocoa value chain?
   → More than 75% did not know the Ivory Coast consistently ranks as the world’s top cocoa exporter by volume and sales.
3. What is the theoretical framework of the circular economy?

“A circular economy describes an economic system that is based on business models which replace the ‘end-of-life’ concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes, thus operating at the micro level (products, companies, consumers), meso level (eco-industrial parks) and macro level (city, region, nation and beyond), with the aim to accomplish sustainable development, which implies creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations” (Kirchherr et al., 2017, pp. 224-225).
4. What is an example of a circular business model in operation today?
5. How can the circular economy framework be applied to the global cocoa value chain?

Circular chocolate

- Commodity trading
- Wholesale and retail
- Consumption
- Shipping
- Farming
- Land transportation
- Cooperative management

Circularity

- 5 x 10% of EBITDA
- 1 x 10% of Price

2022 International Symposium on Cocoa Research (ISCR), Montpellier, France
Research limitations

• The circular economy concept is socially and culturally constructed.
• The concept of waste is understood in a certain cultural, social and temporal context, which changes.
The circular economy aligns with the UN SDGs

- **Good Health and Well-being**: Eradicate child slavery
- **Zero Hunger**: Reduce hunger
- **Quality Education**: Increase access to education
- **Gender Equality**: Ameliorate working conditions
- **Clean Water and Sanitation**: Improve livelihoods
- **No Poverty**: Increase access to education

*Use the circular economy framework to...*

2022 International Symposium on Cocoa Research (ISCR), Montpellier, France
Justification for the research

• According to academic literature, we should compare and contrast user behaviours for circular business models in as many industries as possible (Ferasso et al., 2020; Morseletto, 2020; Neves & Marques, 2022).
Recommendations

• Raise awareness about the circular economy
• Educate consumers about the cocoa value chain
• Empower future generations
• Sell cocoa by-products
• Boost farmer income
References


